



PARKS AND RECREATION DEPARTMENT



100 N. Appleton Street
Appleton, WI 54911
(920) 832-5905
www.appleton.org

Memorandum

To: Parks and Recreation Committee
From: Dean Gazza, Parks, Recreation and Facilities Management Department
Date: July 17, 2014
Re: Proposed 2015 Golf Rates

Attached is the proposed 2015 Reid Golf Course Rates Policy that outlines the daily fees and pass rates for 2015. The 2015 Reid Golf Course Rates Policy is consistent with the policy adopted by the Committee and Council for 2014, with some minor adjustments in fees and the administration of passes and discount cards.

The daily fee rates increased \$.50 per 9-holes in 2014. The cost of weekday and annual passes also increased in 2014. The proposed 2015 Reid Golf Course Rate Policy maintains the same daily fees and pass rates as 2014, with the exception of the Junior passes. The Policy includes a decrease in the Weekday, Annual and Junior/College Summer Pass rates to remain competitive in the local market and also encourage the continued growth of youth golfers at Reid Golf Course.

The proposed 2015 Reid Golf Course Rate Policy includes an incentive for golfers to purchase a 2015 pass in the fall of 2014 and be able to use the pass for the remainder of 2014 and the entire 2015 golf season. Another incentive offered in the proposed 2015 Reid Golf Course Rate Policy is the inclusion of three (3) guest rounds with any pass purchased before March 31, 2015.

The policy continues to include a Discount Card for Juniors/ College students (\$15) and Adults and Seniors (\$30) that provides a 15% discount on daily fees. The Discount Card was introduced in 2013 and saw a significant increase in sales in 2014.

The proposed 2015 Reid Golf Course Rates were presented to the Golf Advisory Committee on July 8th and the Committee provided considerable feedback and input that has been incorporated into the proposed policy.

The proposed 2015 Reid Golf Course Rates Policy will be presented to the Parks and Recreation Committee as an action item on Wednesday, July 23, 2014. This policy is being presented for approval at this time to begin planning for the 2015 season, including the proposed sale of 2015 passes this fall.

Please feel free to contact me at (920) 832-5572 or dean.gazza@appleton.org if you need additional information or have questions.

CITY OF APPLETON POLICY		TITLE: 2015 REID GOLF COURSE RATES POLICY	
ISSUE DATE: Day of Council Adoption		LAST UPDATE: December 2008, October 2009, December 2010, December 2011, September 2012, September 2013, August 2014	TEXT NAME: K:Parks/Administration/Policies/Golf Policies 2008-2010/Golf Rates 2010
POLICY SOURCE: Parks and Recreation Department		TOTAL PAGES: 3	
Reviewed by Attorney's Office Date:	Parks and Recreation Committee Approval Date: September 25, 2013	Council Approval Date: October 2, 2013	

I. PURPOSE:

The Appleton Parks, Recreation and Facilities Management Department operates Reid Golf Course to maintain open space and provide for the recreational needs of the Community. The adoption of the rates outlined in this policy provides additional recreational opportunities to the members of the public. In addition, these rates shall provide revenues to meet operational, administrative and debt service expenses. The policy also contains procedures regarding refunds and coupon/pass upgrades that will provide additional golf opportunities, secure additional revenues for the City of Appleton and increase customer satisfaction.

II. POLICY:

It is the policy of the City of Appleton to establish daily green fees, discount cards and annual pass rates to meet changing community and participant interests and secure revenues to meet operational, administrative and debt service needs of the golf course. All daily green fees, discount cards and annual pass rates shall be established by the Parks, Recreation and Facilities Management Department and presented to the Parks and Recreation Committee and Council for annual review and adoption. Special and/or seasonal rates shall be established by the Parks, Recreation and Facilities Management Department to address current market conditions, changing competition, local and national trends, seasonal opportunities, golf course conditions, etc.

III. DEFINITIONS:

1. Discount Card – Provides discounts on specifically identified rates/services/products.
2. Weekday – Monday through Friday.
3. Weekend – Saturday, Sunday and holidays.
4. Dependent- Child age 17 and under.
5. Junior – Age 20 and under.
6. College Student – Student must provide valid college/university identification.
7. Associate – Age 21 to 40
8. Adult – Age 41 to 61.
9. Senior – Age 62 and up.

10. Family – All persons currently residing at the same address who are directly related (mother, father, son, daughter), or are foster children. Families are limited to two adults and the dependents and/or foster children.
11. Guest Round – A free round of golf provided to a guest of Annual pass holder.
12. New Pass Holder – individual and/or family who have not purchased an annual pass within the past five (5) years.
13. Business Pass – Pass purchased by businesses and companies for use by employees, business guests, etc. The Business Pass includes two carts.

IV. DISCUSSION:

1. Weekday daily fees will be charged Monday through Friday, except holidays.
2. Weekend daily fees will be charged Saturdays, Sundays and all holidays.
3. The cost of an additional nine holes will be the difference between the 9-hole and the 18-hole rate.
4. A Weekday Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Thursday and Fridays from 6:00 am to 11:00 am.
 - c. Can be used for league play Monday through Thursday.
 - d. Cannot be used for tournaments, outings and/or special events.
5. An Associate, Adult, and Family Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Thursday.
 - c. Can be used for league play Monday through Thursday.
 - d. Can be used anytime Fridays, Saturdays, Sundays and holidays.
 - e. Can be used for tournaments, outings and/or special events.
6. A Junior Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Thursday and Fridays mornings from 6:00 am – 11:00 am.
 - c. Can be used Saturdays, Sundays and holidays after 2:00 PM
 - d. Can be used for tournaments, outings and special events.
7. A Junior/College Summer Pass:
 - a. Is available for 9-hole play only.
 - b. Can be used from Memorial Day weekend to Labor Day only. (May 24 to September 1, 2014)
 - c. Can be used Monday through Friday from 6:00 am to 2:00 pm.
 - d. Can be used Saturdays, Sundays and holidays after 2:00 PM.
 - e. Cannot be used for tournaments, outings, and/or special events.
8. A New Pass Holder (Weekday or Annual) can purchase a 2015 pass at the end of 2014 and the pass can be used for the remainder of the 2014 golf season and the entire 2015 golf season. The use of the Weekday and/or Annual Pass for the remainder of the 2014 golf season will be consistent with #4, #5 and #6 above.
9. The Discount Card for Adults, Seniors, Juniors and College students:
 - a. Provides a 15% discount on all regular daily fees.
 - b. Cannot be used for tournaments, outings and/or special events.
10. Discount Cards, Special, Weekday and Annual Passes cannot be transferred to another individual.
11. The Family Annual Pass provides the benefits listed in #5 above to the pass holder and family members. An adult family member must accompany a minor child/children when a Family Annual Pass is used.

12. The Business Pass allows the company and/or business to schedule one (1) foursome per day during the golf season and also includes two (2) carts. The company and/or business must schedule the tee time for the foursome with the Pro Shop office at least 24 hours before the tee time. The Business Pass cannot be used for league play, outings and tournaments.
13. The Guest Rounds provided to annual pass holders can only be used when the guest is accompanied by the pass holder.
14. The Guest Rounds are good for either 9-hole or 18-hole rounds. (Guest Rounds for Weekday Passes are only good Monday through Friday.)
15. All Discount Cards, Special, Weekday and Annual Passes expire at the end of the season for which they were purchased.
16. Twilight rates allow for unlimited play from the established start time until the course closes.
17. There will be no refunds issued for passes or discount cards. Exceptions may be granted in hardship cases by the Parks and Recreation Committee and City Council.

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WEEKDAY DAILY FEES	2014 Fees	Proposed 2015 Fees
Adult 9	\$16.00	\$16.00
Adult 18	\$26.50	\$26.50
Junior/Senior 9	\$14.00	\$14.00
Junior/Senior 18	\$23.00	\$23.00
Additional 9	\$10.50	\$10.50
WEEKEND DAILY FEES (Saturday, Sunday, Holiday)		
Adult/Junior/Senior 9	\$18.50	\$18.50
Adult/Junior/Senior 18	\$29.50	\$29.50
Additional 9 Weekend	\$11.00	\$11.00
TWILIGHT		
Monday-Friday (after 6:30 PM)	\$9.00	\$9.00
Saturday & Sunday (after 5 PM)	\$9.00	\$9.00
DISCOUNT CARDS		
Juniors /College Students	\$15.00	\$15.00
Adults/Seniors	\$30.00	\$30.00
SPECIALS		
Junior/College Summer Pass	\$200	\$175
WEEKDAY PASSES (Monday-Friday Only)		
Junior-Single	\$250	\$225
Adult-Single	\$775	\$775
Senior-Single	\$625	\$625
ANNUAL PASSES		
Junior	\$325	\$300
Associate	\$700	\$700
Adult	\$1050	\$1050
Senior	\$750	\$750
Family	\$1100	\$1100
Business	\$2500	\$2500

Proposed 2015 Pass Sales:

- New Pass Holders-Purchase 2015 annual pass in 2014 and the annual pass is good for remainder of 2014 and all of 2015
- Returning Pass Holders from 2014 – Purchase 2015 pass before March 31 and receive three (3) guest rounds.